

COUPON FREE!
Free-10 Trips to Mexico!



During our gala Grand Opening celebration, 10 lucky couples can win a romantic 3-day vacation at beautiful Rancho La Puerta in Tecate, Mexico. Nothing to buy... all expenses paid. Take advantage of this opportunity to visit lovely Mexico.
FILL OUT COUPON ON PAGE 5, BIG BEN SECTION FRI.-SAT.-SUN. & MON.

On Hourly Special
YOU CAN BUY
A **PACKARD BELL**
COLOR TV
FOR **\$10⁰⁰**
FULL PRICE

FILL OUT COUPON PAGE 5, BIG BEN SECTION FRI.-SAT.-SUN. & MON.

BIG BEN JACKPOT

Free—50 Trips to Pierpont Landing in Long Beach

This is the spot for deep sea fishing... and 50 lucky people will win trips to this sportfishing capital of the world. Lots to do... lots to see... during an exciting, fun-filled day at Pierpont Landing in Long Beach.

FILL OUT COUPON PAGE 5, BIG BEN SECTION FRI.-SAT.-SUN. & MON.

GRAND OPENING SPECIAL
AUTOMATIC ZIG-ZAG SEWING MACHINE



FREE Console Cabinet with Purchase of Machine

VALUE 139.50

Sewing becomes simple with this famous zig-zag sewing machine. It's nationally advertised in Life Magazine. With automatic tension, forward and reverse speeds, and more. You get both machine and cabinet for less than the price of the machine alone.

BIG BEN PRICE \$49⁹⁵

EVERYTHING FULLY GUARANTEED YOU MUST BE SATISFIED OR YOUR MONEY BACK!

SAVINGS ON WOMEN'S WEAR

BULKY FUR TRIMMED CARDIGANS

Bulky knit cardigans. Fur trimmed with Alpine-Lamb-Fox, White Russian.



BIG BEN PRICE \$19⁷⁷



That Ohio Look for a Smart Gals Wardrobe

BULKY SWEATER AND SKIRT SET
Beautiful Hi-Fashion Matching Set

BIG BEN PRICE \$8⁸⁸

The Ideal Christmas Gift

BULKY SWEATER AND SKIRT SET

Full color range selection

BIG BEN PRICE \$8⁸⁸ Don't Miss This Value!



QUILTED ROBES

A cool night—a warm feeling. Trimmed in nylon tunic.

BIG BEN PRICE \$8⁸⁸



NYLON BABY DOLL PAJAMAS

Cool, comfortable, exotic.

BIG BEN PRICE \$3⁵⁷

LAY A WAY FOR CHRISTMAS



DRESSES

Large Selection Full fashions. Finest fabrics. Choice of color and patterns.

VALUE 12.95

BIG BEN PRICE \$8⁸⁸

BLOUSES



COTTON BIG BEN PRICES

Dacron, cotton and nylon.

\$2⁶⁷

Special "Whip-cream" fabric.

\$3⁵⁷

Nylon dacron and pure silk.

\$8⁸⁸-\$9⁸⁷

Trimmed, embroideries, Venice lace, pleating box pleating—crystal trim.

SPECIAL VALUES ON MEN'S WEAR

FOR MEN... and boys, too!



MEN'S BULKY KNIT PULLOVER SWEATERS

- * Crew neck or boat neck
- * 100% Shetland wools
- * Many colors to pick from
- * Sizes: S-M-L

VALUES 7.95

BIG BEN PRICE \$4⁹⁷



MEN'S STRETCH SOCKS

- * 100% nylon stretch yarn
- * Reinforced heels and toes
- * Choice of plaids and stripes
- * Grey, blue, brown, etc.—one size fits all!

WITH THIS COUPON

BIG BEN PRICE 17^c

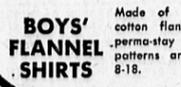


BOYS' POLISHED COTTON IVY MODEL SLACKS

- * Four Pockets—pre-suffed
- * Completely Wash 'n Wear
- * Colors: Black, Lodge, Charcoal & Antelope
- * Sizes 6-16

BIG BEN PRICE \$1⁷³

VALUE 2.95



BOYS' FLANNEL SHIRTS

Made of premium quality cotton flannel. Top-stitched perma-stay collar. Assorted patterns and colors. Sizes: 8-18.

BIG BEN PRICE \$1¹⁷



MEN'S SPORT COATS

Among these beautiful packets are the latest three button styles. Available in the newest fall shades and tones sizes: 36-46 reg, short or long.

- * Favored for city, country and campus wear.
- * Combining comfort and good looks.
- * An impressive selection of patterns, weaves and colorings.

VALUES 19.95

BIG BEN PRICE \$12⁰⁰

LUXURIOUS DRESS SLACKS

These specially cut, comfortable designed slacks won't stay in stock long at this fabulous price. Specially designed for dress or leisure living. Pick from a large selection of solids and checks. Available in cambridge grey, charcoal brown, and olive. Both plain and pleated models in a year-round weight. Sizes 30-42.

VALUE 8.95

BIG BEN PRICE \$3⁹⁹

BOYS BOMBER JACKETS

- * Toasty warm quilt lining
- * Smooth polished cotton outershell
- * Latest cool weather colors
- * Sizes: 6-16

VALUE 5.95

BIG BEN PRICE \$3⁶³

MEN'S DRESS SHIRTS

- * Made of selected fabrics
- * Button-down or spread collar
- * A shirt that will go through washing after washing with no sign of wear
- * Sizes: neck 14-7, sleeve 32-35

VALUE 2.98

BIG BEN PRICE \$1⁷⁷



Boys' Suspenders DUNGAREES

Washable denim—detachable suspenders. Reinforced at all points of strain. Zipper fly, four pockets.

BIG BEN PRICE \$1¹⁹

BUYS on LINENS and DRAPERIES

G.E. Automatic



ELECTRIC BLANKETS

- * 2-year Guarantee
- * Washable
- * 100% Nylon Binding
- * Pink or Blue

Value \$19.95

BIG BEN PRICE \$12⁸⁸



FREE TRAVERSE TRACK

Complete with cord Ready to install with your purchase of any pair of ready made DRAPES from \$4⁹⁵ pr.

Complete line of plain and print ready draperies Guaranteed Color Fast



SILK & ACETATE PILLOWS

- * 18 Colors
- * Tremendous Selection
- * Welt Edge
- * Covered Buttons

Regular \$1.49

BIG BEN PRICE 67^c



GENUINE DAN RIVER SHEETS AND PILLOW CASES

130 THREAD COUNT CELLOPHANE WRAPPED SANFORIZED

Value \$2.19
72x108 or Twin Fitted \$1.57
Value \$2.39
81x108 or Dble. Fitted \$1.77

BIG BEN GRAND OPENING SHOE SALE

For Ladies—MEN—GIRLS—BOYS



INFANT SLIPPERS

Warm and comfortable. Many attractive colors. Sizes 4-9.

BIG BEN PRICE 87^c



WOMEN'S DRESS FLATS

Rainbow assortment of colors in group. Sizes 4-9.

BIG BEN PRICE \$1⁰⁰



BOYS' ALPINE OXFORDS

Genuine glove leather uppers, cushioned crepe soles. Sizes 10 to big 3.

BIG BEN PRICE \$2⁹⁷



WOMEN'S IMPORTED BELGIUM SLIPPERS

Colorful felt uppers. Cushioned crepe soles. SIZES 4 1/2-9

BIG BEN PRICE \$1⁴⁷



MEN'S CREPE OXFORDS

Leather uppers, cushioned crepe soles. Sizes 6 1/2-11.

BIG BEN PRICE \$4⁴⁷



GIRLS' SADDLE OXFORDS

Attractive, classic styled oxfords. Size 8 1/2 to big 3. While they last.

BIG BEN PRICE \$2⁶⁷



CORNER OF GRENSHAW BLVD. AND PACIFIC COAST HIGHWAY IN TORRANCE

YES, Everything Costs Less At Big Ben
DON'T MISS BIG BEN'S HOURLY SPECIALS EVERY HOUR
ON THE HOUR FANTASTIC GIVE AWAY BUYS!